

A bi-directional type broadcasting and delivery system includes an advertiser system of an advertiser, an advertising agent system of an advertising agent, a broadcasting station system of a broadcasting station, a user terminal of a user, and a service system which are connected to a network. The advertiser determines policy data for an advertisement program, and transmits the policy data and a demand of production of an advertisement program of articles of the advertiser from the advertiser system to the advertising agent system. The advertising agent produces the advertisement program based on the policy data in response to the demand of production of the advertisement program, and the advertising agent system transmits the advertisement program and the policy data to the broadcasting station system. The broadcasting station system broadcasts the advertisement program. The user terminal receives the advertisement program from the broadcasting station system and displays the received advertisement program, wherein a user selects a specific one of the articles in which the user has interest when the user views the received advertisement program on the user terminal, the selection being informed to the service system with a user ID. The service system prepares a private page for the user based on detailed data of

the specific article and the user ID. The user
terminal downloads and displays the private page from
30 the service system, and the user transmits an
instruction for purchase or reservation of the
specific article from the user terminal to the service
system.

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